



WPTV

# ORDER

Print Date 10/26/12

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Flight Dates **10/29/12-11/05/12**

Contract / Revision     **315996 /**  
Original Date / Revision  
                          10/25/12    10/26/12  
Advertiser **Bogdanoff / Republican / Se**

Product  
**Ellyn Bogdanoff Campaign**  
Agency Com    15%  
Billing Contact  
**919 Prince Street**  
**Alexandria, VA 22314**

Agency    **McLaughlin & Associates**  
Buying Contact

**919 Prince Street**  
**Alexandria, VA 22314**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #           **641**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order    Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	4	\$4,335.00	\$5,100.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$4,335.00</b>	<b>\$5,100.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	4	\$4,335.00	\$5,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/29/12	11/04/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 1----			1		\$1,200.00		0.00				
N 2	WPTV	10/29/12	11/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 1---	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--- 1---			1		\$500.00		0.00				
N 3	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00



**WPTV**

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Contract / Revision    **315996**    Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/25/12/    10/26/12

Order Sep    00:20:00

Advertiser    **Bogdanoff / Republican / S**    Product **Ellyn Bogdanoff Campaign**    Estimate #    **641**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1			\$1,600.00		0.00				
N 4	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1			\$1,800.00		0.00				
														<b>Totals</b>	<b>4</b>	<b>\$5,100.00</b>